

2024 TOP CHALLENGE

GROWTH + STRATEGY

Entrepreneurs reflected on the complex realities of growth—striving to scale their businesses in Kitsap while staying grounded in purpose, resources, and capacity.

The Growth Dilemma

Entrepreneurs shared the tension of growing their businesses—navigating the risks of scaling too fast, too slow, or not at all.

“Growth feels like a double-edged sword. We’re expanding, but it’s hard to manage that growth without losing our culture.”

Resource Gaps

Many described the struggle to access the right guidance at the right time, from mentorship to capital pathways to practical advice on scaling.

“It’s hard to know where to focus our energy. Should we focus on attracting investors, building partnerships or improving our product?”

Scaling Sustainably

Participants voiced a need to grow in ways that are both innovative and manageable—without sacrificing focus, values, or operational stability.

“We’ve been trying to figure out how to balance innovation and stability. You can’t afford to scale if you don’t have your core operations in place, but you also don’t want to stagnate.”